



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 04/13/12

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Flight Dates 04/17/12-04/20/12Contract / Revision 294519 / **Wil Cardon for Senate 2012**Original Date / Revision
04/13/12 04/13/12Advertiser Cardon / Republican / SenatProduct**PO Box 288**Agency Com 15%Billing Contact**Alexandria, VA 22313**Agency Media Placement TechnologBuying Contact**336 Commerce Street
Alexandria, VA 22314**Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefPrimary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
April 2012	25	\$18,700.00	\$22,000.00	0.00	03/26/12	04/20/12	25	\$18,700.00	\$22,000.00
Totals	25	\$18,700.00	\$22,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	KNXV	04/17/12	04/20/12	M-F 430-6am M-F 430-6am	CM	430am-6am	-1111--	:30	4	\$50.00	P-3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/16/12	04/22/12	-1111--		4		\$50.00		0.00					
N 2	KNXV	04/17/12	04/20/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	-1111--	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/16/12	04/22/12	-1111--		4		\$600.00		0.00					
N 3	KNXV	04/17/12	04/20/12		CM	5pm-530pm	-1111--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00



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Contract / Revision 294519 Flight Dates 04/17/12-04/20/12

Hiatus Dates

Original Date / Revision 04/13/12/ 04/13/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5pm-530pm											
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	-1111--					4	\$700.00		0.00			
N 4	KNXV	04/17/12	04/20/12	M-F 630pm-7pm	CM	630pm-7pm	-1111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	-1111--					4	\$1,200.00		0.00			
N 5	KNXV	04/17/12	04/17/12	Tuesday Prime C	CM	9pm-10pm	-1-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				Body of Proof											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	-1-----					1	\$5,000.00		0.00			
N 6	KNXV	04/17/12	04/20/12	M-F 10-1035pm	CM	10pm-1035pm	-1111--	:30	4	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	-1111--					4	\$1,100.00		0.00			
N 7	KNXV	04/17/12	04/20/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	-1111--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/12	04/22/12	-1111--					4	\$600.00		0.00			
Totals														25	\$22,000.00

*Tax 1 Note: Tax 0.5%.